



*"Let us inherit nobody else's mistakes, nor pass along any of our own.
Let us make highest-grade Pianos ONLY."*

The Mason & Risch decision of 1871!

That decision — that principle — proved its soundness from the very start,
and we have never changed it.

To-day, of the excellent makes of Pianos on the universal market, the
Mason & Risch stands out as a recognized Leader.

For it makes its own standards in every part and phase and function that
go to make a Piano what it *should* be!

Splendid materials, expert workmanship, absolute standardization of all
parts — these are the factors which contribute to establish the unusual character
of the Piano bearing the Mason & Risch name, a *small* thing to look for, a *big*
thing to find!

SELL what you KNOW is successful!

DON'T speculate!

MASON & RISCH Limited
TORONTO